

LOCAL BUSINESS INITIATIVES

CPA Affinity Group

SUMMARY

The local CPA's have been meeting since June 2009 to discuss what the CPAs are currently experiencing with their small business clients and how the City can better streamline necessary information to the CPAs to give to their small business clients.

FOLLOW UP AND ACTION ITEMS

INFORMATION FOR NEW BUSINESSES:

- City requirements
- Business license- What is required?
- Send out new business package to CPA firms- **COMPLETE**
- Simple, simple, simple for new businesses

BUSINESS LICENSE COMPLIANCE:

- Create amnesty program to get in compliance- **COMPLETE**

LOCAL CPA FRESNO CHAPTER:

- Meeting notices in newsletter- **ONGOING**
- Incentive Zone Workshop notices in newsletter- **ONGOING**

CPA TO HELP SEND MESSAGE: The City of Fresno is a business friendly City

The City should put a focused effort on sending a consistent message that we are business friendly City for the purpose of letting local businesses know that the City is committed to both improving the overall business environment and the quality of life.

Additional components should include:

- We are preparing our youth for their future and focusing on our workforce.
- We have jobs waiting to be filled with skilled workers.
- We are the most business friendly City in California.

CAREER DAY WITH LOCAL PROFESSIONALS:

- Engage the business community by using the different Affinity Groups to participate in a Career Day or speak to students about their profession and industry.